

AUDIT BUREAU SHOWS GROWTH

Advertisers Benefit From Service of Which Washington Herald Is Member.

The annual convention of the Audit Bureau of Circulations, of which the Washington Herald is a member, was held in Chicago and the reports received by it from its directors and officers showed that the association, which is composed of publishers, advertisers, and advertising agents, is in a flourishing condition and its growth during the last year has been highly satisfactory to the membership.

The Audit Bureau of Circulations is an organization to which newspapers, magazines, farm papers and class, trade and technical journals cannot belong unless they are willing to tell their circulation is, and not only to tell what it is but to swear to it, and swear not only as to the quantity of circulation but as to how it is distributed, how it is obtained, how much is paid and how much is free, and what proportion of it is in arrears.

But all this is not enough to prove that publications have the circulations they claim. After the publishers have stated and sworn to what circulation they have and to all the other facts advertisers want to know, the Audit Bureau through trained expert examiners make a searching examination to find out if what the publisher states and swears to is correct in all particulars.

The public is familiar with the national bank examinations made by the Federal government and is alive to the protection it is assured through Federal examination of the banks.

The principle involved in the Audit Bureau of Circulations is the same. The advertiser and advertising agent derive the same security in investing their money in advertising in publications examined and certified by the Audit Bureau of Circulations that the public is assured by the Federal bank examination law.

This is for the protection of advertisers and advertising agents against publications that conceal the character or misrepresent the quantity of their circulation. It is also for the protection of the honest publisher who might be put at a disadvantage in competing with one less scrupulous.

The Chicago convention just held was the third since the Audit Bureau was organized in 1914. The meeting was attended by nearly 300 of the publishers, advertisers and agents of the United States and Canada, who are members and the membership represented on a call of the roll, either in person or by proxy, was set out of a total membership of 1,175. Almost 60 per cent of the membership was thus represented at the meeting.

The president of the A. B. C. is Louis Bruch, of the American Newspaper Publishers' Association. In his address to the convention Mr. Bruch said the Audit Bureau of Circulations represented the organized will of the largest single body in this country devoted to the betterment of advertising conditions. This rapid growth was due, he said, to the fact that the practical work the Audit Bureau accomplishes was truly co-operative—all interests—publication, advertiser and advertising agent, being equitably served and the Audit Bureau's findings on the examination of circulations being accepted everywhere as accurate and final.

"The old-time method of issuing circulation claims, or partial circulation claims, or partial statements, compared with the audit report of the A. B. C. is like a candle light to the Mazda electric lamp," Mr. Bruch said.

"It has been found after twenty months of trial," Mr. Bruch also said, "that circulation audits are beneficial for the advertiser and the advertising agent, because advertising—or circulation—is now being bought and sold as a commodity, both quality and quantity being established by the Audit Bureau of Circulations."

In the report made to the convention by the board of directors the latter said among other things:

"If the Audit Bureau had done no more than give the National Advertising Association a feeling of security in the matter of judiciously placing his copy, the bureau would have accomplished that part of its mission which has relation to the advertiser and agent. More money has been expended in advertising during the past twelve months than ever before in a like period, and there can be no doubt that there has been less waste in this expenditure than ever before. This increase in expenditure is in great measure due to the confidence instilled in the mind of the advertiser by the A. B. C. The National Advertising Association, in making his appropriations, scientifically studies his field with a confidence to which he was a stranger heretofore. Advertisers are more and more relying on A. B. C. service in placing their business—it has become a necessity."

The directors reported that during the year the total audits of publications completed and under way was over 800; and that the bureau has thirty-two examiners making audits of publication all over the United States and Canada.

These men are specially trained in a system which analyzes down to a fine point, paper mills, postage receipts, galley lists of subscribers, cash receipts for subscriptions and every other detail needed by advertisers to guide them in judging and weighing circulation.

Live, up-to-date, advertisers are thus able to ascertain from statements and audits of publications that are members of the A. B. C. the facts they want to depend on. A. B. C. service just as the credit men in commercial houses rely on companies making credit reports.

It is estimated that there are nearly a hundred million dollars spent yearly in papers that are not members of the Audit Bureau for advertising and the publications, members of the organization, represent upwards of 50,000,000 "above board" circulation.

The board of directors also called the convention's notice to the growth of the A. B. C. in Canada. It stated that all the large dailies in Toronto, Montreal, Ottawa and Winnipeg were now members and that the Canadian members of the Audit Bureau number nearly 100.

The convention re-elected the following officers of the A. B. C.: President, Louis Bruch, American Newspaper Publishers' Association, Chicago; vice presidents, Curtis P. Brady, Woman's World, Chicago, and A. W. Erickson, The Erickson Company, Inc., advertising agents, New York; treasurer, Hopewell L. Rogers, the Chicago Daily News, and secretary, M. F. Harris, Armour & Co., Chicago.

The board of directors of the Audit Bureau as now constituted consists of the following members:

F. C. Grandin, Postum Cereal Company, Battle Creek, Mich.; O. C. Ham, National Lead Company, New York; Emory Mapes, Cream of Wheat Company, Minneapolis, Minn.; S. C. Dobbie, Coca-Cola Company, Atlanta, Ga.; William Wrigley, Jr., Wm. Wrigley, Jr. Company, Chicago; Stanley Clague, Taylor-Critchfield-Clague Advertising Agency, Chicago; Lafayette Young, Jr., Deere Motors, Iowa, Capital; Curtis P. Brady, Woman's World, Chicago; Frank E. Long, Farmers' Review, Chicago; M. C. Robbins, the Iron Age, New York; Louis Bruch, American Radiator Company, Chicago; M. F. Harris, Armour & Co., Chicago; W. B. Cherry, Marcell-Soule Company, Syracuse, N. Y.; F. R. Davis, General Electric Company, Schenectady, N. Y.; L. B. Jones, Eastman Kodak Company, Rochester, N. Y.; F. H. Squier, Pabst Brewing Company, Milwaukee; A. W. Erickson, the Erickson Company, Inc., New York; Hopewell L. Rogers, the Chicago Daily News; Frank C. Hodge, The Outlook, New York; Charles J. Jenkins, The Farm Journal, Philadelphia; and E. R. Shaw, Practical Engineer, Chicago.

Russell R. Whitman was re-elected managing director of the bureau.

Teuton Says Destruction of Europe Alone Will End War

Max Nordau, Scientist Who Was Interned in France Because of His Birth, Says Whoever Wins, Old World Will Be Crushed.

By MAX NORDAU.

One of the most famous scientists in the world, who was interned by the French for the duration of the war because of Teuton birth. On account of his distinguished services he recently was released on his parole d'honneur and went to Madrid. This is the first article written by him since the war began.

Is it because I am a scion of the nation of the Prophets? Anyhow, since I have taken refuge in Madrid, it often happens to me that all sorts of people ask me: "Will the war be finished? And how do you see its end?"

As to the time of the conclusion of the conflict, I dare not risk a prediction. Lord Kitchener said at its outbreak it will last three years.

About a year later, on the 15th of November, 1915, Mr. Trevelyan gave it as his opinion in the house of commons that one must reckon with a six years' duration of the war.

Recently a Pan-Germanist published a pamphlet wherein he explained the program of his party, anticipating abundant conquests in the east and in the west, and concluding coolly that the achievement of these ends will require a fifteen years' war.

I myself observed lately to a Spanish statesman that the war will last till men will become reasonable. He raised his arms in dismay and exclaimed: "What a horrible pessimist you are!" I admit, to wait till men become reasonable seems an appallingly distant term.

**Vision of Great Conquests.**

Still more than its duration, the results of the war interest people. Every one imagines them in accordance with his passions and hopes.

The Pan-Germanists see Germany's boundaries extended to Calais and Verdun in the west; to Riga and Dwina in the east; Belgium, Luxembourg, the eastern departments of France with their coal districts, iron ore layers and big industrial towns, Poland, Lithuania and the Baltic provinces incorporated in the empire; the severed of Poland, West Prussia and Silesia from Prussia and the French part of Morocco and the whole English portion of Africa restituted, and a huge war indemnity imposed upon the vanquished allies, while Poland is to be regaled with a piece of Poland, Serbia, Montenegro, a slice of Venetia and Saloniki.

The most sanguine of the allies will not put up with less than the re-establishment of Belgium, the restoration of the districts of Malmédy and Frusland, Holland, the devolution of Alsatia, Lorraine and the whole left bank of the Rhine to France, the restitution of Schleswig-Holstein to Denmark and of Heligoland to England, the severing of Posen, West Prussia and Silesia from Prussia and their union with Poland, which would be resuscitated under a Russian Grand Duke.

**Would End Dual Monarchy.**

The double monarchy of Austria-Hungary would simply be effaced from the map; Bohemia, Moravia, and the north of Hungary would form a Tcheco-Slovak republic; Silesia and Galicia be annexed to the old-new Poland; Roumania obtains the Bukovina, Transylvania and southeastern Hungary; Serbia receives the Banate of Temeswar, the Slovenian portion of Styria, Carinthia, Carniola, Croatia, Slavonia, Bosnia, the Herzegovina and a seaport on the eastern coast of the Adriatic.

Italy helps herself to southern Tyrol, Istria and the chief part of Dalmatia. What remains of the German provinces may join the new German federation as an autonomous principality under a ruler of the Hapsburg family, and the Magyars shall be at liberty either to remain by themselves or adhere to a Balkan federation.

Bulgaria disappears; her heirs are Serbia, Rumania and Greece.

Turkey is to be cut up and apportioned to Russia, France and England, implying the foundation of Armenian, Turkish and Arabian policies to be endowed with a certain measure of autonomy each under the protectorate of one of the three great powers.

Moreover, Central Europe has to be saddled with a mortgage in favor of the allies, the interest of which is bound to swallow up for many years the entire surplus of the national income.

"These, of course, are the extreme solutions. In shaded transitions we come down to the most moderate anticipation, which is condensed in the well-known formula, "No winner, no loser; peace restores the status quo ante; each party to bear its own expenses and damages. I refrain from criticising these programs. I also abstain from foretelling which of them will be realized, conforming myself to the wise advice: "Don't prophesy unless you know."

But there is one thing which I do know, and it is this: Whoever will conquer, whichever will be the conditions of the peace, the result is certain—the utter destruction of Europe.

Firstly, through the ravages inflicted on the population. Exact figures are not available at present, but since the outbreak of the war in all the belligerent states about 28,000,000 men have been called to armed service. Of these, 4,500,000 have been killed in battle or have died of wounds. Diseases caught in the field have carried away 1,800,000 of these 4,500,000. I think that about 6,000,000 more have lost one or more limbs or eyesight, or have become deaf, or have been maimed or injured in such a manner as to have their capacity for working and earning their living permanently diminished or destroyed.

So there would still be left some 15,000,000 to return seemingly unharmed from the war. Yes, but only seemingly. I do not hesitate to affirm that all those who for a certain length of time have sojourned in the trenches and without an exception, I say, all of them without an exception will come home with shattered nerves and the germs of incurable diseases.

**Long Heritage of Havoc.**

Years after the war only it will be possible to scan the whole extent of the havoc done, to appreciate the growth of morbidity, mortality, insanity, and crime committed by individuals with diminished responsibility.

All figures quoted above refer to the first twenty-two months of the war. This, however, is still in full swing, and before it will be finished they will doubtless continue to grow and perhaps be doubled. But let us take them as they now stand.

Europe has a population of 232,000,000 round. Its normal mortality is in average 22 per mill, varying from 18 per mill in Sweden to 28 per mill in Russia.

The normal 4,524,000 deaths per year and 15,062,000 in twenty-two months. During this lapse of time the war has caused

TEUTON FRIVOLITY ROUSES CRITICISM

Munich Police Head Asserts Women Are Endangering Success in War.

Special Cable to The Washington Herald.

London, June 17.—Much attention is being directed in the German press to "The Golden Words of the Police President of Munich." It will be remembered that it was in the Bavarian capital that the police arrested a woman for appearing on the street in a costume which they regarded as extravagant and not in harmony with the seriousness of the times. It was said that the woman was liberalized by a public meeting at which she recounted the shortcomings and sins of the Fatherland. The following details of the meeting are given by the Daily Chronicle:

A vast crowd assembled to hear the baron. He began by reminding his audience that the side would win the war which showed the greatest tenacity, which owned the clearest conscience and cultivated the highest ideals. They were asked to remember that the home life of these people reacts with tremendous force on the troops at the front, and that if this life is not worthy and dignified in every sense of the term the effect on the army will be ruinous.

"Is life in Munich," he asked, "the life that will help us to win?" He quoted a soldier on leave, who said to him, "I cannot stop any longer in Munich. I cannot stand this dissipation in view of all that we are suffering at the front."

"Soldiers are willingly going for German simplicity and temperance for German modesty and idealism, but they do not do it willingly for usurers and pleasure seekers, for selfish superficial men and vain, coquetish women."

**Soldiers' Wives Suffering.**

The police baron went on to speak of the musical cafes where during the afternoon dressed up women, girls and young children sat in pairs with immoral men, drinking and eating the best. At the other end of the city from 4,000 to 5,000 soldiers' wives daily and nightly, sometimes all through the night, were assembled and waited weary hours for a bit of meat or butter at prices which were intolerable. Patient, never grumbling, waiting six and eight hours, in all through the night, they were assembled and waited weary hours for a bit of meat or butter at prices which were intolerable. Patient, never grumbling, waiting six and eight hours, in all through the night, they were assembled and waited weary hours for a bit of meat or butter at prices which were intolerable.

The police president said there were rich families for whom the war did not seem to exist; rich dissolute, thinking of nothing but their sport and pleasure. Why cannot they be taken to the trenches? He referred to the bars and wine shops with their wretched where the wildest orgies were carried on. This extravagance, he says, cries to heaven. He referred to the food usurers as a shameful crowd of vampires.

Outside Munich it is the same. Up in the Bavarian highlands he saw fashionable women whose dresses were an abomination. It is so bad that on the door of a certain church he saw the notice: "Entrance to the church only permitted to those who are not indisputably clad—that is to say, whose dresses are neither too wide nor too short."

There are crowds of Bavarians who still drink their eight and ten quarts of beer a day, and grudge a modest pint to the worker.

**"Female Apaches" Assailed.**

At the close of his oration Baron Grundherr returned to the question of women's dress. "Those women," he said, "whom one sees every afternoon flaunting their finery in our streets are not worthy to be called German women. The name is too good, too honorable, for them. They are female apaches who are permitted to parade in German cities

to the burning indignation of all decent folk.

"Observe their flowing, extravagant, puffed out dresses; their high, stilted heels, the suggestive cut of their pockets, the display of neck and chest, the shameless paint on their faces, the straw yellow dyed hair under a hat which fools used to wear at the carnival. This is the German fashion in the second year of war."

It has come to the police president's knowledge that a woman used every effort and employed every artifice to produce a milk card for her cat, and another had actually the effrontery to ask in a shop for nine pounds of oatmeal to make porridge for her dog. "What do those starving soldiers' wives think of this?" he asked.

He condemned the theaters, with their "frivolous and slipper" plays intended to tickle the jaded palate of degenerate men and women. Munich and almost all Bavaria, he said, is out of joint, and unless the nation becomes alive to its responsibilities, turns over a new page, abandons the frivolous, the selfish, the diabolical, unless the people turn to the ancient simplicity of life which distinguished their forefathers, they will weaken and unnerve the men at the front and sow the seeds of disaster.

Theatrical Notes

The recent announcement by the Drama League Players, soliciting the submission of original plays by Washington authors, to be produced in their bills during the coming theatrical season, is said to be meeting with very gratifying response. Mr. G. A. Lyon, chairman of the players, states that he has received many inquiries regarding the matter, and that several ambitious writers have already promised to send in manuscript plays for consideration by the play reading committee.

While it is not a rare thing here to witness the production of plays by Washington people, there has not heretofore been so ready a market as is promised by the liberal offer of the Drama League Players. This group has been organized for the primary purpose of exploiting local talent in the writing, as well as the producing and acting of plays, and will, it is stated, give preference to original material in making up its list of offerings for the season to come.

The plan of the players contemplates the production of six bills, each bill to run for one month, beginning the first of November. Inasmuch as these presentations will range in style from one-act sketches to full length dramas, and will run the gamut from comedy to tragedy, the field is sufficiently large to be attractive to writers, and the playing-going public awaits with interest the fruits of this rather unusual opportunity.

It has been proven many times that Washington amateurs can act, and the Drama League Players show a commendable spirit in lending their aid to demonstrate that Washington amateurs can also write plays.

Manager Fred G. Berger announces the Poli Players will close their season the week of June 26 with "Rebecca of Sunnybrook Farm."

It had been planned to close the season with the presentation of a play from the pen of A. H. Van Buren, but this has been deferred to a later period in order to give Mr. Van Buren and the other members of the company an opportunity to enjoy a much-needed rest.

This has been the longest and most successful season that the Poli Players have ever known. During the summer interim Manager Berger will put into force some ambitious plans for the improvement of the theater.

AMUSEMENTS.

THIS WEEK  
Nights at 8:20.  
Prices, 50c to \$2.00.  
Sat. Wed., 25c to \$1.  
Saturday Mat., 25c to \$1.50.

Washington's Playhouse Beautiful  
**THE BELASCO**  
SILVIO HEINE Presents

Presenting on Its Stage at All Times Only the Foremost Foreign and Native Artists and Attractions.

**"PEACE AND QUIET"**

A Melodramatic Farce by EDWIN MILTON ROYLE, Author of "The Squaw Man," Etc.

**A PLAY OF THE MOMENT—FULL OF LAUGHS and THRILLS**

With the Following Cast of Uncommon Ability:

AIMÉE DALMORES, MAIDEL TURNER, EDWIN MORDANT, GEORGE BACKUS, GUS G. WEINBURG, WALTER WALKER, EDWARD GILLESPIE, HENRY MORTIMER, FRANK NELSON, JOHN STOKES, HARRY HADFIELD, IVAN MILLER, HARRY VON WEISER, JUAN VILLASANO.

AMUSEMENTS.

**KEITH'S**

Twice Daily and Sunday.  
Matinees, 25c. Evenings, 25c to \$1.00.  
Beginning Tomorrow Matinee, America's Greatest Playbill.

**THOMAS A. WISE**

& Co., in "The Christmas Letter," the Prize Comedy by Roy Arwell.

**TAMEO KAJIYAMA**

The Japanese Mental Marvel.

John & Max Burke, in "A Ragtime Kidney," the Ropanny Comedians, Kenner & Jolly, in "The Mystery of the Old Man," George, "The Musical Chef," Pipe Organ Social, "Police News Pictorial."

**TODAY—3 & 8:15 P.M.**  
Louise Dresser, Billy B. Van & Co., and All Last Week's Stars and Hits.

10 A. M. TO 11 P. M. 15c

**GARDEN**

**TODAY—MONDAY—TUESDAY—WEDNESDAY**

**GREAT TRIPLE FEATURE PROGRAM**

**FEATURE No. 1** **FEATURE No. 2**

**CHARLES CHAPLIN** **GERTRUDE ROBINSON**

**THE FIREMAN** **FLAMES OF VENGEANCE**

**No. 3—"REEL LIFE"—Novel Periodical Picturization**

**WED.—THURS.—FRI.** **WED. LAST DAY**

**BILLIE BURKE** **CHARLES CHAPLIN**

**HARVEST OF SIN** **THE FIREMAN**

**THE BEST PLACE TO SPEND TODAY**

ANY DAY OR ANY NIGHT IS AT

**GLEN ECHO**

A REAL AMUSEMENT PARK. REACHED BY A DELIGHTFUL TROLLEY TRIP ALONG THE BANKS OF THE HISTORIC POTOMAC RIVER.

OFFERING

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BOATING and a Variety of Attractions, CONSISTING OF THE GIANT DERBY RACER CAROUSEL GRADUATE RAILWAY MIDWAY OF FUN and Mills' Popular Music for DANCING ON WEEK NIGHTS ONLY.

**HELEN HOLMES** **THURS. FRI. SAT.** **WHISPERING SMITH**

**No. 2—Blanche Sweet—Henry Walthall in "Sealed Room"**

10 A. M. TO 11 P. M. 15c

**STRAND**

**DOROTHY GISH** **TODAY MON. TUES.** **THE PATH OF REGRETS**

**No. 2—SENNETT'S COMEDIANS in "Bathtub Perils"**

**WILLIAM COLLIER** **WED. THURS.** **IN THE GRIP OF THE LAW**

**No. 2—HARRY CRIBBON in "A DASH OF COURAGE"**

**FRIDAY—SATURDAY**

**MONSTER BENEFIT BRUEN HOME, WASHINGTON, D. C.**

**BIG DOUBLE-FEATURE PROGRAM**

**FRANCIS X. BUSHMAN**

**"THE GIRL AT THE CURTAIN"**

**MARY PICKFORD**

**"EXAMINATION DAY AT SCHOOL"**

**VIRGINIA NORDEN**

**"THE ANCIENT BLOOD"**

AMUSEMENTS.

**POLI'S**

EVERY EVENING AT 8:15  
Prices, 25c, 50c, 75c  
MATINEE DAILY AT 2:15  
EXCEPT MONDAYS  
All Seats 25c

First Time in Washington of the Romantic and Thrilling Comedy Drama

**"THE BELLE OF THE RICHMOND"**

WITH MR. A. H. VAN BUREN

Next Week—FAREWELL WEEK—Rebecca of Sunnybrook Farm

AMUSEMENTS.

**LOEW'S COLUMBIA**

Morning and Afternoon 10c & 15c  
Nights, Sundays, Holidays 10c & 15c & 25c

Sunday Continuous 3 P. M. to 10:30 P. M. Program Changed Sundays and Thursdays

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**BIG DOUBLE BILL**

Jesse L. Lasky Presents

**VICTOR MOORE** **CHARLIE CHAPLIN**

In "THE CLOWN" In "THE FIREMAN"

An Appealing Story of Circus Life 60 Laughs a Minute

**THURSDAY—FRIDAY—SATURDAY**

DANIEL FROHMAN PRESENTS

**ANN PENNINGTON**

The Celebrated Ziegfeld Folies Star

In "SUSIE SNOWFLAKE"

A Story of Broadway and the Home Town

Grand Pipe Organ, Symphony Orchestra

**Peccum** Burlesque At Its Best

Only Burlesque in City.

ALL THIS WEEK

**"DOLLY DOLLIES"**

AND HER

See the Nationals Play St. Louis Today.

On the Lyceum Electric Scoreboard, Special Wire Direct to This Theater.

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**WRESTLING**

**YOUNG OLESON**

vs.

**ZEKE SMITH**

10c, 20c, 30c, 50c—Order Early. Male 4300.

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**"THE GIRL AT THE CURTAIN"**

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**"EXAMINATION DAY AT SCHOOL"**

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**"THE ANCIENT BLOOD"**